IN THE CLAIMS:

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with <u>underlining</u> and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND claims 1-11, and ADD new claims 12-15, in accordance with the following:

1. (currently amended) An advertising method<u>,</u> using a web browser,<u> comprising:</u>

<u>detecting</u> ~~wherein,~~ a moving state of a cursor <u>on a display screen of the web browser</u> ~~is detected~~ when ~~a~~ <u>the</u> web browser is ~~activated to be~~<u>being</u> displayed<u>;</u>

<u>displaying,</u> an advertising logo <u>and/</u>or phrase <u>in an area of a command input box where at least one of a menu bar, a location bar, and/or a browser logo of the web browser are to be displayed</u> ~~is displayed at a portion above a text box~~ when ~~it is detected that~~ the cursor is detected to not <u>be</u> positioned ~~at~~ <u>in the area of a</u> <u>the</u> command input box ~~such as menu bar, tool bar, location bar,~~<u>;</u> ~~etc.,~~ and

<u>displaying a</u><u>the menu bar, tool bar, and/or location bar in the area of the</u> ~~corresponding~~ command input box ~~at which the cursor is located is displayed to receive a control signal from a user~~ when ~~it is detected that~~ the cursor is <u>detected to be</u> ~~placed at~~<u>positioned in the area of the command input box</u>~~one of the menu bar, tool bar, location bar, etc.~~

2. (currently amended) The advertising method ~~using a web browser as claimed in~~<u>of</u> claim 1, wherein, upon ~~the~~<u>a</u> user <u>of the web browser</u> subscribing to an advertisement agency, a period of time consumed ~~for~~<u>using</u> the web browser, with ~~the~~<u>an</u> Internet<u> connection,</u> is measured in such a manner that ~~a~~<u>the</u> web browser ~~program~~informs the advertisement agency of<u> an ID for</u> the user's ~~ID~~ and ~~a~~<u>the</u> period of time consumed ~~for~~using the web browser<u> based on</u> ~~when the user initially~~ <u>uses the web browser to</u> accesses the ~~Internet~~ <u>Internet connection</u> and ~~also notifies the agency of a point of time~~<u>when the user completes use of the</u> ~~using of the~~web browser ~~is finished~~<u>to access the Internet connection</u>, and the advertisement agency accumulates the period of time<u> consumed</u> ~~during which the user has used~~<u>using</u> the web browser ~~while using the Internet~~<u>to access the Internet connection</u> to<u> determine a</u> monthly pay ~~an~~amount ~~of money~~<u>to be provided to the user,</u> in proportion to ~~the~~<u>a</u> total<u> period of time</u> ~~used on the account of the user~~<u>the user has accessed the Internet connection</u>.

3.   (currently amended) An advertising system, using a web browser, ~~which employs~~ ~~an~~comprising:

-a client PC;

~~-~~a server, and

~~an open~~ network connecting the client PC and the server ~~to each other~~,

wherein the client PC ~~has~~ comprises a~~the~~ web browser which detects ~~the~~ a movement of a ~~mouse~~ cursor displayed in a display screen on ~~its~~ a monitor of the client PC, and, when the cursor is located in a text box ~~thereof~~of the web browser, the web browser displays an advertisement ~~screen on~~ in an area of the display screen where at least one of ~~the~~ a menu bar, tool bar, a location bar, and/or browser logo of the web browser are to be displayed, ~~and logo thereof~~ instead of displaying the at least one of the menu bar, tool bar, location bar, and/or browser logo.

4.   (currently amended) An advertising system, using a web browser, ~~which employs~~ ~~an~~comprising:

-a client PC;~~,~~

a server, ~~and~~

~~an open~~ network connecting the client PC and the server ~~to each other~~, wherein the client PC ~~having:~~comprises the~~a~~ web browser, connecting ~~it~~ the client PC to the ~~open~~ network; and

an auxiliary program, other than the web browser, which detects ~~the~~ a movement of a ~~mouse~~ cursor displayed in a display screen on ~~its~~ a monitor of the client PC, and, when the cursor is located in a text box of the web browser, the auxiliary program controls the display of ~~displays~~ an ~~advertising screen~~advertisement in an area of the display screen where ~~on~~ at least one of ~~the~~ a menu bar, tool bar, ~~-~~location bar, and/or browser logo of the web browser are to be displayed, instead of displaying the at least one of the menu bar, tool bar, location bar, and/or browser logo ~~and logo of the web browser~~.

5.   (currently amended) The advertising system ~~using a web browser as claimed in~~of claim 3~~ or~~4, wherein the server stores a plurality of advertisements~~s screens~~ and transmits at least one ~~a part of them~~advertisement to the client PC, for display as the advertisement, at ~~the~~ a request of the client PC or at predetermined time intervals.

6. (currently amended) The advertising system ~~using a web browser as claimed in~~of claim 3 ~~or 4~~, wherein the advertisement ~~screen disappears~~ is not displayed, but the at least one of the menu bar, tool bar, location bar, and/or browser logo are displayed when the cursor is located in ~~moves to~~ the area of the display screen where the ~~portions other than a specific portion thereof~~ at least one of the menu bar, tool bar, location bar, and/or browser logo are to be displayed.

7. (currently amended) The advertising system ~~using a web browser as claimed in~~of claim 3 ~~or 4~~, wherein ~~the~~ the browser logo is a unique symbol of a specific web browser producing company.

8. (currently amended) An advertising method using a web browser in a system, ~~which employs an~~comprising a client PC, a server, and ~~an open~~a network connecting the client PC and the server ~~to each other~~, the advertising method comprising:

an ~~operation detecting step of~~ detecting ~~that~~ whether the web browser ~~is~~ has been activated in the client PC;

an ~~advertisement display step of~~ displaying an advertisement, in an area of a display screen of the browser for displaying at least one of a menu bar, a tool bar, a location bar, and/or a logo of the browser, ~~screen on~~ instead of the at least one of ~~a~~ the menu bar, ~~a~~ the tool bar, ~~a~~ the location bar, and/or ~~a~~ the logo of the web browser when the web browser is being ~~activated~~ displayed and when a ~~mouse~~ cursor is detected to be positioned ~~-~~in a text box of the web browser, outside of the area of the display screen for displaying the at least one of the menu bar, the tool bar, the location bar, and/or the logo of the browser; and

a ~~menu display step of~~ displaying at least one of the menu bar, the tool bar, the location bar, and/or the logo of the web browser, instead of the advertisement, ~~a menu screen not the advertisement screen~~ when the web browser is being ~~activated~~ displayed and the ~~mouse~~ cursor is detected to be positioned in the area of the display screen for displaying the ~~on~~ at least of the menu bar, the tool bar, the location bar, and/or the logo of the web browser.

9. (currently amended) The advertising method ~~using a web browser as claimed in~~of claim 8, further comprising ~~an advertisement updating step of~~ receiving the advertisement ~~screen~~ update from the server at ~~the~~ a request of the client PC or at predetermined time intervals.

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10. (currently amended) The advertising method ~~using a web browser as claimed in~~of claim 8 ~~or 9~~, wherein the server checks a period of time consumed, for the client PC, ~~to~~for use of the web browser to pay an amount of money to a user of the client PC, in proportion to the checked consumed period of time ~~to a user of the client PC~~.

11. (currently amended) The advertising method ~~using a web browser as claimed in~~of claim 10, wherein the checked consumed period of time corresponds to ~~the~~a duration for which the advertisement ~~screen~~ is displayed on the web browser.

12. (new) The advertising system of claim 4, wherein the server stores a plurality of advertisements and transmits at least one advertisement to the client PC, for display as the advertisement, at a request of the client PC or at predetermined time intervals.

13. (new) The advertising system of claim 4, wherein the advertisement is not displayed, but the at least one of the menu bar, tool bar, location bar, and/or browser logo are displayed when the cursor is located in the area of the display screen where the at least one of the menu bar, tool bar, location bar, and/or browser logo are to be displayed.

14. (new) The advertising system of claim 4, wherein the browser logo is a unique symbol of a specific web browser producing company.

15. (new) The advertising method of claim 9, wherein the server checks a period of time consumed, for the client PC, for use of the web browser to pay an amount of money to a user of the client PC, in proportion to the checked consumed period of time.